

Tourism Development Committee (TDC) Minutes

August 30, 2011

9:00-11:00 am

City Council Chambers

Present: Dan Mayer, Kathryn McNeill, Ryan Noel, Penny Sweet (Chair), Jac Cooper, Belinda Jensen, Ellen Miller-Wolfe (staff), Julie Huffman (staff)

Guests: John Chadwick

Review and Recommendation Regarding Tourism Funding 2012

The Committee reviewed the list of applicants for 2012 funding and discussed each of them.

- Classic Car Show – Committee members said that the dance had helped with overnight stays although Ryan Noel noted that many attendees had stayed with friends. There was general agreement that the relationship with SeaFair enabled the event to promote to a regional audience.
- Concours d'Elegance – Committee members agreed that this event met all the criteria of a tourism event especially as regards room nights. The Committee was delighted with the plan to spread events over Thursday, Friday and Saturday.
- Early Music Fridays – Ryan Noel commented that he didn't feel the event would attract a regional audience. Others commented that they felt the event was more Seattle centric and only attractive to a small niche audience.
- Feet First – The Committee asked about the status of the Feet First map and whether Tourism funds had paid for its update and reissuance. Staff indicated that approximately \$3,000 (including tourism and public works funds) had been used on the maps and that the supply should last for at least a year. Staff added that the maps will need to be updated to incorporate the annexation area. Committee members felt that the application was too speculative and wanted dates and locations for the itineraries that were suggested. The Committee also did not feel that the tourism aspect was well addressed. There was support for funding a revision to the map to include the annexation area in the future.
- Half Marathon & 5K - Committee members liked the event, felt it was growing and that the purpose of the funding request, to pay for national advertising, was worthwhile.
- Junior Softball World Series – There was agreement that the event meets all Tourism criteria and that the City should do more to support the athletes.
- KAST / Locavore - Committee members were concerned that the KAST tour did not seem to be growing. However, there was support because of it being one of few art events. There was concern that Locavore was separated in time from the tour and that it also was primarily a fundraiser for KAC.
- Kirkland Downtown Association – The Committee noted that \$15,000 had already been provided the KDA for the new visitor center and that staffing of the visitor center was the strongest element of the funding request. Penny commented that the KDA's role was to help improve the condition of the tourism offering.

- Kirkland Performance Center – The Committee felt that the presentation by KPC staff was a strong one, and that the KPC was attracting lots of people regionwide due to broad-based marketing.
- Kirkland Uncorked – There was some concern that the event was not as responsive to the community as it could be. Staff advised that its 2 years of survey had determined that the downtown business community had a favorable opinion of the event. Other committee members commented on the community meetings that are held to organize the event and also, this year's inclusion of several local restaurants.
- Northwest Bookfest – Although the event has yet to happen, Committee members were enthusiastic about its ability to attract tourists to Kirkland. In the event it exceeds expectations, the Committee stated that it will consider additional funding in the future.
- PACE Race - The Committee had concerns about this one-day event and also its timing – early in the day before stores open. The general sentiment was that it was more of a philanthropic venture and not as focused on promoting Kirkland as other applications.
- Birding Trail – The Committee indicated that the birding trail map was a great idea but that it could happen with or without Tourism funding. Staff indicated that there is a plan to include birding in an explorekirkland itinerary. The other reservation was that such as small area of Kirkland (Juanita) would benefit from this promotion.

The Committee proceeded to rank order the applications and then, set funding levels for each of them.

Organization	Event	Funding Requested	Funding Recommended
Little League Baseball and Softball Inc.	Junior Softball World Series	\$10,000	\$9,000
Bold Hat	Kirkland Uncorked	\$15,000	\$8,000
Kirkland Concours d'Elegance	Concours d'Elegance	\$10,000	\$6,000
Kirkland Performance Center	Kirkland Performance Center	\$6,000	\$6,000
Kirkland Downtown Association	Kirkland Downtown Association	\$15,680	\$2,500
Kirkland Downtown Association	Classic Car Show	\$6,000	\$3,000
Book Publishers Network	Northwest Bookfest	\$10,000	\$4,000
Pro-Motion Events	Half Marathon & 5K	\$2,813	\$2,500
Kirkland Arts Center	KAST/Locavore	\$5,000	\$4,000
Feet First	Feet First One Walk Away	\$15,000	\$0
AndEvents, Inc	PACE Race	\$2,500	\$0
Early Music Guild	Early Music Fridays	\$4,500	\$0
Audubon Washington	Puget Loop Map of Birding Trail	\$5,000	\$0
Organization	Total Available Funding:	\$107,493	\$45,000

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Motion

The Committee recommends the list of 2012 tourism funding awards to the City Council. Moved Dan Mayer; Second Ryan Noel; unanimous.

The meeting adjourned at 10:15 am.